

Dunhill presents definitive étiquette for smoking Ovals.

What is done.

Always offer Ovals to ladies in long gloves.

Always smoke Ovals at television interviews.

Always send a carton of Ovals to visiting dignitaries.

Always place Ovals in clear view in new business presentations.

Always have Ovals on hand when making history.

Always smoke Ovals when rejecting indecent proposals.

Always smoke Ovals when accepting indecent proposals.

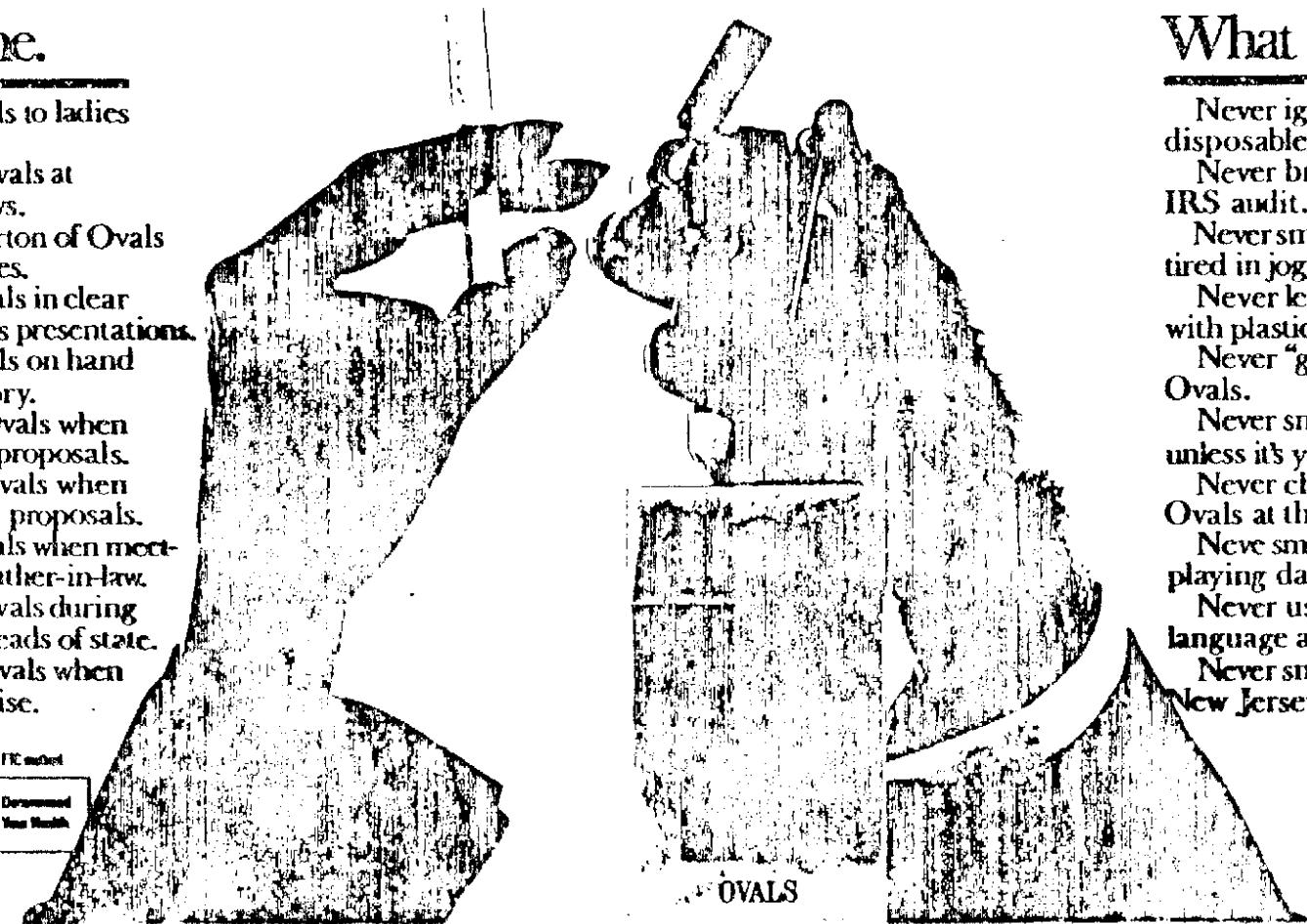
Always carry Ovals when meeting a prospective father-in-law.

Always smoke Ovals during negotiations with heads of state.

Always smoke Ovals when giving yourself a raise.

Each "Big" 0.8 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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What is not done.

Never ignite Ovals with disposable lighters.

Never bring Ovals to an IRS audit.

Never smoke Ovals when attired in jogging shoes & a suit.

Never let Ovals associate with plastic ashtrays.

Never "grub" or "mooch" Ovals.

Never smoke Ovals in a jeep, unless it's your third car.

Never chew gum and smoke Ovals at the same time.

Never smoke Ovals while playing darts.

Never use ungentled language around Ovals.

Never smoke Ovals in New Jersey.